

# CAREER CREATORS NEWSLETTER

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## The Job Search Process *Methods for Sourcing the Perfect Job*

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The “**Selection Process**” is the process employers use to choose candidates (who have relevant qualifications which match the job requirements and fit into the culture of the organization) to fill existing or projected job openings.

The “**Job Search Process**” is a systematic process used by potential employees to source and apply for existing and future employment opportunities. The job search process consists of three basic steps—preparation, implementation, and follow-up. (See chart on page 2.)

The most effective method of sourcing potential employment opportunities is through **networking**. Approximately 80% of jobs are found utilizing a professional network of colleagues, friends, and family.

Candidates should regularly ask their contacts, “*Who do you know who may have a job opportunity for me?*” Candidates should tell everyone they know that they are currently searching for a specific position in a chosen industry and be able to concisely explain their skills, knowledge, experience, and area of expertise to network contacts.

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## Image Enhancement *Image Does Matter to Employers!*

**Linda Wedick**  
*Image Consultant*

Professional image & demeanor are two important qualities which employers take into consideration in making a hiring decision. Employers are assessing how well the candidates’ qualifications match the position requirements and how well the candidates “fit” into the organizational culture and environment.

Employers / Interviewers / Recruiters do make instantaneous judgments about candidates within five to thirty seconds based **solely** on the candidates’ image and demeanor.

Research the organization in order to gain an understanding of its environment and culture, and then adapt your image and demeanor accordingly.

### **Research the Organization:**

- Look at images shown on the organization’s website, in the annual report, in other literature, and stop by their office space
- Analyze the image, demeanor, and style of current executives and employees
- Use visual clues and terminology to determine if the organizational culture is casual, formal, or trendy and hip
- Ask a current employee if they could complete an ‘informational interview’

Professional image & demeanor are factors which candidates can manage and control. Use the information learned from researching the organization and the principles outlined here to present the appropriate image and demeanor during the job search process.

Creating an appropriate image involves crafting a professional package. Use clothing, accessories, and proper body language to convey the desired message.

In general, it is best to err on the side of being over-dressed and traditionally conservative during the job search process rather than trendy, sexy, or unconventional.

Basic rules of professional image, dress, and demeanor are outlined on page four.

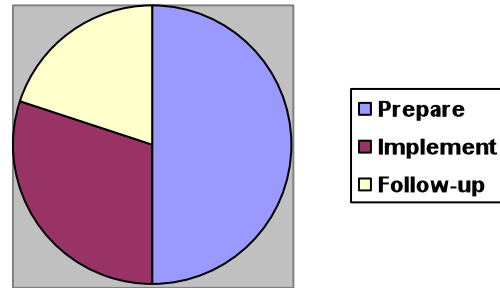
### THEME OF THIS ISSUE:

#### JOB SEARCH STRATEGIES & TACTICS

- 1 Job Search—*Methods for Sourcing the Perfect Job*
- 1 Professional Image Enhancement—*Image Does Matter to Employers!*
- 2 *Steps in the Job Search Process--Chart*
- 3 SIDEBAR ARTICLE : “Job Fishing” vs. “Job Hunting”
- 4 *Job Search Preparation--Self-Analysis & Research*
- 5 **FREE CAREER ADVICE**—Links to career webinars

**Effective methods for sourcing employment opportunities:**

- **Sign up with an Employment Services Agency** = Free
  - Identify agencies that specialize in your chosen field
  - Contact the agency often to let them know your availability and desire to work
  - Utilize the free training available to improve your marketability and skills
- **Use Web / On-line Job Search Services** = Free
  - Search on-line job banks such as Monster.com, Hotjobs.com, AustinHelpWanted.com, local Craigslist.com, the local Chamber of Commerce web site, Facebook.com, LinkedIn.com, & usajobs.gov
  - Refine your job search to a specific geographic location, industry, duration, company name, experience, salary needed, and keywords
- **Contact an Online Recruiter** = Free  
Recruiterlink.com, onlinerecruitersdirectory.com, searchfirm.com, and i-recruit.com for assistance
- **Post your resume on-line** at any of these web sites
- **Build your own web site featuring yourself**
- **Create a video resume and post it on the web**
- **Targeted Mailings and Targeted In-Person Visit**
  - Target specific organizations, create specialized documents, and mail or hand-deliver to the proper decision-maker
  - Follow-up to schedule interviews
- **Cold Call Sourcing Method**
  - Target a specific area or building
  - Knock on every door in that building or area and hand-deliver your **generalized** resume and cover letter to each business in that building or area
  - Take a business card from each business that agrees to receive your resume and cover letter; write the hiring manager’s contact info on the back of the card
  - Follow-up and ask for an interview or meeting
- **Attend Career Fairs and Job Fairs in your local area**
- **Attend on-campus recruiting and interviewing programs** (if you are a soon to be or recent graduate)
- **Do something unorthodox and ‘outside-of-the-box’:**
  - Stand on a corner at a major intersection with wearing a ‘sandwich board’ which reads “HIRE ME” on one side and list your skills
  - Wear a T-shirt with your resume printed on one side and a message that says, ‘HIRE ME’ on the opposite side of the shirt
  - Rent a billboard to advertise yourself for hire
- **Want Ads** = least effective method of searching for a job
  - Search paper and on-line newspapers, industry specific trade journals & newsletters
  - Target your search by industry or position



**BASIC STEPS OF JOB SEARCH PROCESS**

**1. Preparation = 50%**

- Create a plan of action & time management plan
- Conduct a candidate self-analysis / “S.W.O.T” analysis
- Search for available positions in your area of expertise, city of interest, salary range, etc.
- Choose top five positions / organizations
- Research company, industry, position, product, service, salary range, interviewer etc.
- Prepare targeted documents for each position
- Create an appropriate job search outfit
- Practice answering common interview questions specific to each position

**2. Implementation = 30%**

- Apply to top five organizations / positions based on match and fit to the job using targeted cover letter and resume documents
  - Online application
  - Walk in application
  - Mail in application
  - Email application
  - Networking Contact / Referral

**3. Follow-up = 20%**

- Maintain accurate records / files for each application including contact dates, names, etc.
- Follow up with the appropriate contact person once per week ONLY
- Schedule an interview ASAP
- Write ‘thank you’ email / letter to contacts when appropriate

To be conducted successfully; the systematic job search process requires planning, patience, commitment, and persistence. ❖

## SIDEBAR ARTICLE:

### “JOB FISHING” VERSUS “JOB HUNTING”

THE GOAL OF THE JOB SEARCH PROCESS IS TO MAXIMIZE THE PROBABILITY OF FINDING & SECURING THE PERFECT POSITION WITHIN A LIMITED PERIOD OF TIME. THE MOST EFFECTIVE STRATEGY IS TO UTILIZE VARIOUS JOB SEARCH METHODS & TACTICS SIMULTANEOUSLY; WHICH SHOULD IMPROVE THE ODDS OF SUCCESS.

MOST JOB SEEKERS REFER TO THE PROCESS OF SEARCHING FOR A NEW JOB AS ‘JOB HUNTING’. TO BE MOST EFFECTIVE; THIS PROCESS SHOULD BE THOUGHT OF AS “JOB FISHING”.

#### WHEN FISHING; THE FISHERMAN WILL:

- CHOOSE THE BEST BAIT FOR THE ENVIRONMENT AND CIRCUMSTANCES
- CAST A WIDE NET, THROW OUT MANY LINES AT ONCE, AND SET OUT TRAPS
- KEEP MOVING AROUND TO DIFFERENT LOCATIONS—ESPECIALLY IF NO BITES
- ONLY KEEP THE ‘BIG ONES’

#### WHEN HUNTING; THE HUNTER WILL:

- CHOOSE ONE LOCATION, ONE TYPE OF BAIT, AND ONE WEAPON
- HIDE, SIT SILENT AND STILL, AND WAIT FOR THE PREY TO COME TO THEIR LOCATION
- SHOOT AT EVERYTHING THEY ARE ABLE TO SEE & HIT WITHIN LIMITED AREA / DISTANCE / TYPE OF PREY

GOOD LUCK JOB FISHING!

DON'T LET THE ‘BIG ONE’ GET AWAY! ❖

### Appropriate Attire for Job Searching:

- Conservative Business Suit
- Traditional Shirt or Blouse
- Moderate Shoes / Heels 2 Inches or Less
- Minimal Jewelry / Small and Tasteful
- Simple, Dark Colored Hosiery (Females)
- Simple, Professional Accessories & Bags

### Inappropriate Attire for Job Searching:

- Denim or Exercise Clothes
- Shirts without Collars
- Dirty or Scuffed Shoes / Strappy High Heels
- Noisy, Large, Dangling, or Stacked Jewelry
- Loud Fragrance or Cologne
- Anything Trendy or Unconventional
- “Sexy” or Provocative Attire
- Cleavage / Visible Skin
- Bare Legs or Arms
- Short Skirts more than 4” above Knees
- Sheer or Bedazzled Eveningwear
- Visible Undergarments
- Visible Tattoos or Random Piercing

### Professional Demeanor for Job Searching:

- Use Formal & Eloquent Speech
- Use Excellent Manners & Etiquette
- Treat Everyone with Courtesy & Respect
- Maintain Confident Body Language & a Positive Attitude
  - Stand Straight with Shoulders Back
  - Use Direct Eye Contact
  - Shake Hands Firmly
  - Smile Genuinely
  - Stay Positive / Never Complain or Speak Negatively
  - Be Knowledgeable and Prepared to Apply & Interview for the Position

What you look like, how you speak, and how you present yourself is just as important as the content of the words that you speak. ❖

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**Fifty-four percent of recruiters report that candidate image, demeanor, and fit are factors which account for 50% of their hiring decisions.**

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## ADDITIONAL RESOURCES:

Introducing a NEW local job search site:

[Campus2Careers](http://www.Campus2Careers.com)

Co-founded by my friend and colleague, Nathan Green, Campus2Careers is the world's first job board to match students and recent graduates with internship, part-time, and entry-level opportunities at local small to mid-sized organizations. And, it is absolutely FREE!

Campus2Careers works with all area universities, colleges, and trade schools to match entry-level employees with organizations from across Central Texas.

C2C matches entry-level employees with employers on 20 factors; ensuring an excellent fit for both employee and employer.

C2C pre-qualifies internships at participating colleges, so the student may earn credit while providing service and gaining valuable experience.

If you are an employer or a candidate for employment who is interested in using this FREE resource, click on the link below. ❖

[www.Campus@Careers.com](http://www.Campus@Careers.com)

Then, click “Join Now” to get started.

## Preparing for the Job Search

*Candidate Self-Analysis and Company Research*

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Candidate self-analysis is the process of analyzing and understanding what features & benefits one offers and what one wants and needs in a job, position, or career opportunity.

### Personal Features & Benefits:

- What specialized knowledge, skills, abilities, experience, education, traits, etc. that one offers as an employee and how these will benefit the employer?
- How one is able to resolve problems and relieve pain for the organization? What results is one capable of producing or has produced in the past?

### Personal & Professional Goals and Needs:

- What minimum salary requirements?
- Where to be located?
- What industry type interested in?
- What organizations want to work for?
- Why work for those organizations?
- Which size / type of an organization?
- What type of jobs to perform?
- How qualified for those particular positions?
- Why perform particular jobs / duties?

Organizational analysis is the process of understanding what each specific employer wants and needs in their employees and learning about each unique organizational environment.

### Sources of Organizational Information:

- the organization's website
- the job description
- internet search engines / websites
- newspaper & magazine articles
- professional industry journals
- organizational annual reports
- personal interviews / job fairs
- site visits
- salary surveys

Ask any librarian for assistance to find a variety of data & information! ❖

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*There is no substitution for thorough preparation.*

## **FREE CAREER ADVICE**

Listen to the 55 minute audio & visual presentations with Q & A sessions:

“Acing the Interview Process”

<https://meeting.austin.utexas.edu/p83189528/>

“Win-Win Negotiations”

<https://meeting.austin.utexas.edu/p67654174/>

“Tips & Tactics for Career Success”

<https://meeting.austin.utexas.edu/p64675740/>

OR

View this series of webinars and download the MS PowerPoint presentations by clicking on the following link and then choosing the webinar from the list:

<http://www.mcombs.utexas.edu/alumni/careers/programming/>

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